



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of May 17, 2022

File # 022-LTAB-014

APPLICANT: Juana A. Salazar/Spider Sushi at Harrison LLC dba Spider Sushi at Harrison

LOCATION: 4415 Harrison Avenue

REQUESTED ACTION: A Modification of an existing liquor license to add outdoor seating area in conjunction with a restaurant in a C-3, General Commercial Zoning District.

EXISTING USE: Restaurant with sale of liquor by the drink

PROPOSED USE: Restaurant with outdoor seating area and sale of liquor by the drink

DIMENSIONS: See attached Exhibit D.

ADJACENT ZONING AND LAND USES:

NORTH:	R-4, C-3;	Multi-family residences, Walgreen's
EAST:	C-3;	Various offices, Arby's Restaurant
SOUTH:	C-1;	OSF Southridge Clinic, Christ Church Unity
WEST:	C-3;	McDonald's Restaurant

YEAR 2020 PLAN: C Commercial Retail

HISTORY: **File #021-LTAB-022:** The sale of liquor by the drink in conjunction with a restaurant in a C-3, General Commercial Zoning District was approved on November 3, 2021 for the subject property.

File #020-LTAB-001: The sale of liquor by the drink in conjunction with a tavern, outdoor beer garden and video gaming terminals in a C-3, General Commercial was approved on March 4, 2020 for the property located at 4412 Manchester Drive. This is south of the subject property within the same shopping center. This is Screw City Bar.

File #017-LTAB-020: The sale of liquor by the drink in conjunction with a bar and grill and video gaming with an outdoor beer garden in a C-3, General Commercial Zoning District was approved on July 12, 2017 for the property located at 4412 Manchester Drive. This business was never established and it remained Gene's Place.

File#010-LAB-004: The sale of beer and wine by the drink in conjunction with a restaurant in a C-3, General Commercial Zoning District was approved on June 7, 2010 for the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of alcohol by the drink in conjunction with a restaurant in a C-3, General Commercial Zoning District. The subject property is located on the south side of Harrison Avenue and north of Manchester Drive within a shopping center. The shopping center is

Southridge Plaza located on the southwest corner of Harrison Avenue and South Alpine Road.

The subject property occupies the northern end tenant space. The business is known as Spider Sushi. It has been in operations for over 10 years. The Applicant entered into a two (2) year lease agreement last year and was granted a liquor license last November. The Applicant is proposing outdoor seating area with liquor sales and requires a modification of existing liquor license.

As part of the review process, it is required by the Applicant to submit a completed license application, security plan and business plan. Additional items may be required regarding the use approval of the site and intended business.

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is the site plan of the property. The exhibit shows the layout of three (3) parcels and buildings. Spider Sushi occupies tenant space labeled as A-1 and A-2, which is shown to be approximately 2,619 square feet and is highlighted in yellow. The site currently has approximately 60 parking spaces between Parcel 1 and Parcel 2 as shown on the exhibit; however, there is additional parking provided on Parcel 3 for a total of 140 parking spaces.

Exhibit F is the proposed outdoor seating area. It will be on the south side of the building. There will be a total of four (4) tables. Exhibit G is pictures of the outdoor seating area. The area will be 35 feet in length by 7 feet in width.

Exhibit H is the interior floor plan. The beer and wine is stored within the fridge north of the kitchen area. The kitchen cleaning area, bathrooms and fridge area are located in the middle of the dining area. The sushi bar and food kitchen are located on the east end of the space. The outdoor seating area will be able to access the restaurant through the door on the south side of the tenant space.

Exhibit I is the business plan. The Applicant is requesting a modification of the existing liquor license. The Applicant has 20 years of experience with managing a business. There will be eight (8) full-time employees and four (4) part-time employees. There will not be live entertainment and no cover charge based on the plan submitted. Approximately 3% will be alcohol sales and 97% will be food sales. A menu was not provided. The hours of operation would be as follows:

- Monday, Wednesday, Thursday 11:00 a.m. to 7:00 p.m.
- Tuesday Closed
- Friday thru Sunday 11:00 a.m. to 9:00 p.m.

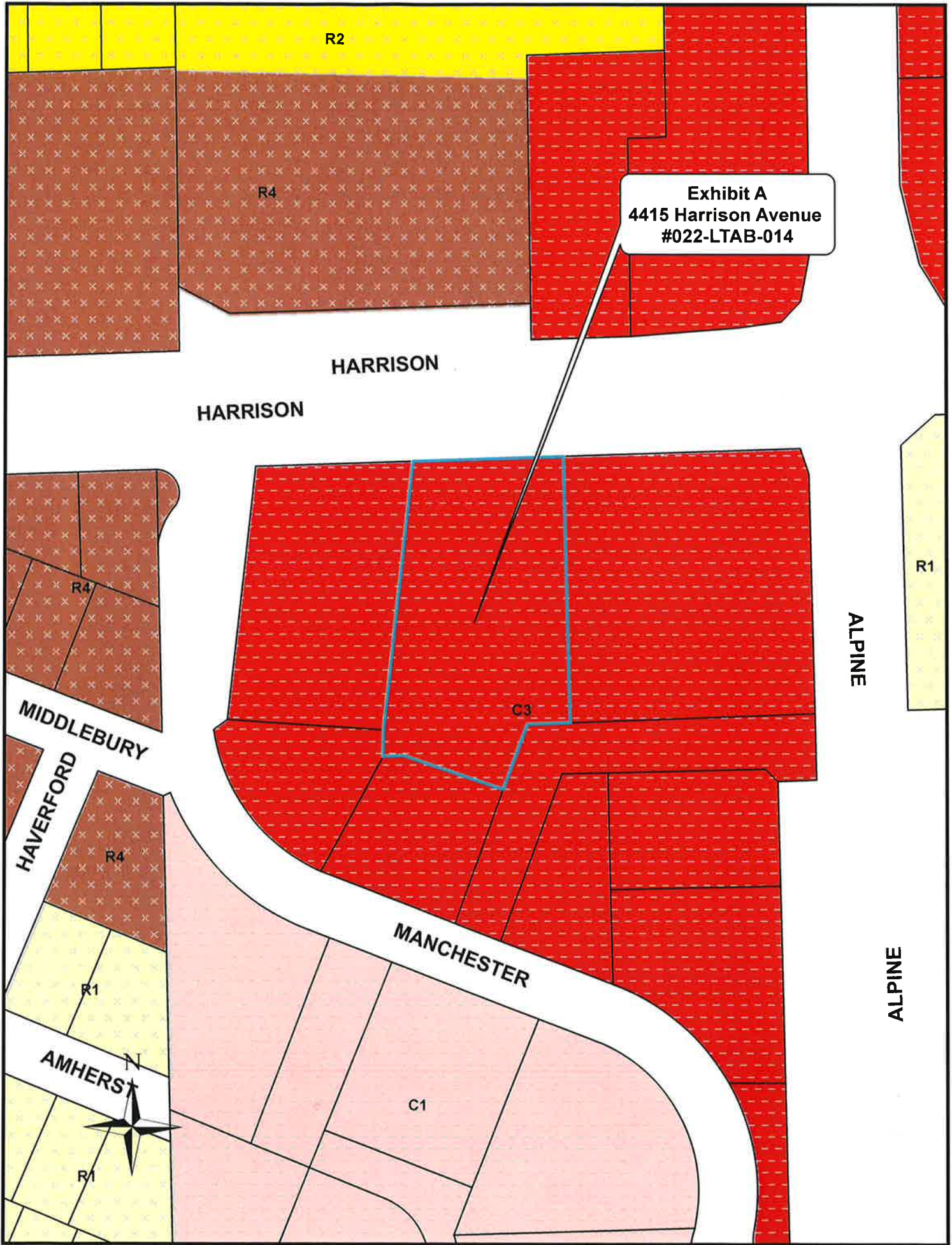
Exhibit J is the service calls for the last two years. The dates range from May 3, 2020 to May 3, 2022. There were a total of 19 calls. The reported offenses range from Alarm to Public complaint Routine.

The Applicant's request is consistent with other restaurant establishments and outdoor seating areas. This area will need to meet the Illinois accessibility code and plumbing code. For these reasons, Staff recommends approval of the modification of the existing liquor license.

RECOMMENDATION: Staff recommends **APPROVAL** of a Modification of an existing liquor license to add outdoor seating area in conjunction with a restaurant in a C-3, General Commercial Zoning District, subject to the following conditions:

1. Must meet all applicable Building and Fire codes.
2. Must comply with all City of Rockford Code of Ordinances including Liquor Codes.
3. The outdoor sale of beer and wine must be in conjunction with a restaurant and limited to the south side of the tenant space per Exhibit F.
4. Hours of operation are Monday through Thursday 11:00 A.M. to 7:00 P.M. and Friday through Sunday 11:00 A.M. to 9:00 P.M.
5. The proposed use shall not have a cover charge, dance floor, DJs, or live entertainment
6. The proposed use shall not operate as a nightclub.
7. The proposed use and facility is prohibited from having any video gaming terminals.
8. Window display signage is limited to 20% of window area.
9. The windows shall not be covered with bars or other devices that block the windows.
10. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
11. All outstanding general ordinance fines must be paid prior to the issuance of the license.

SC:BM 05/09/2022



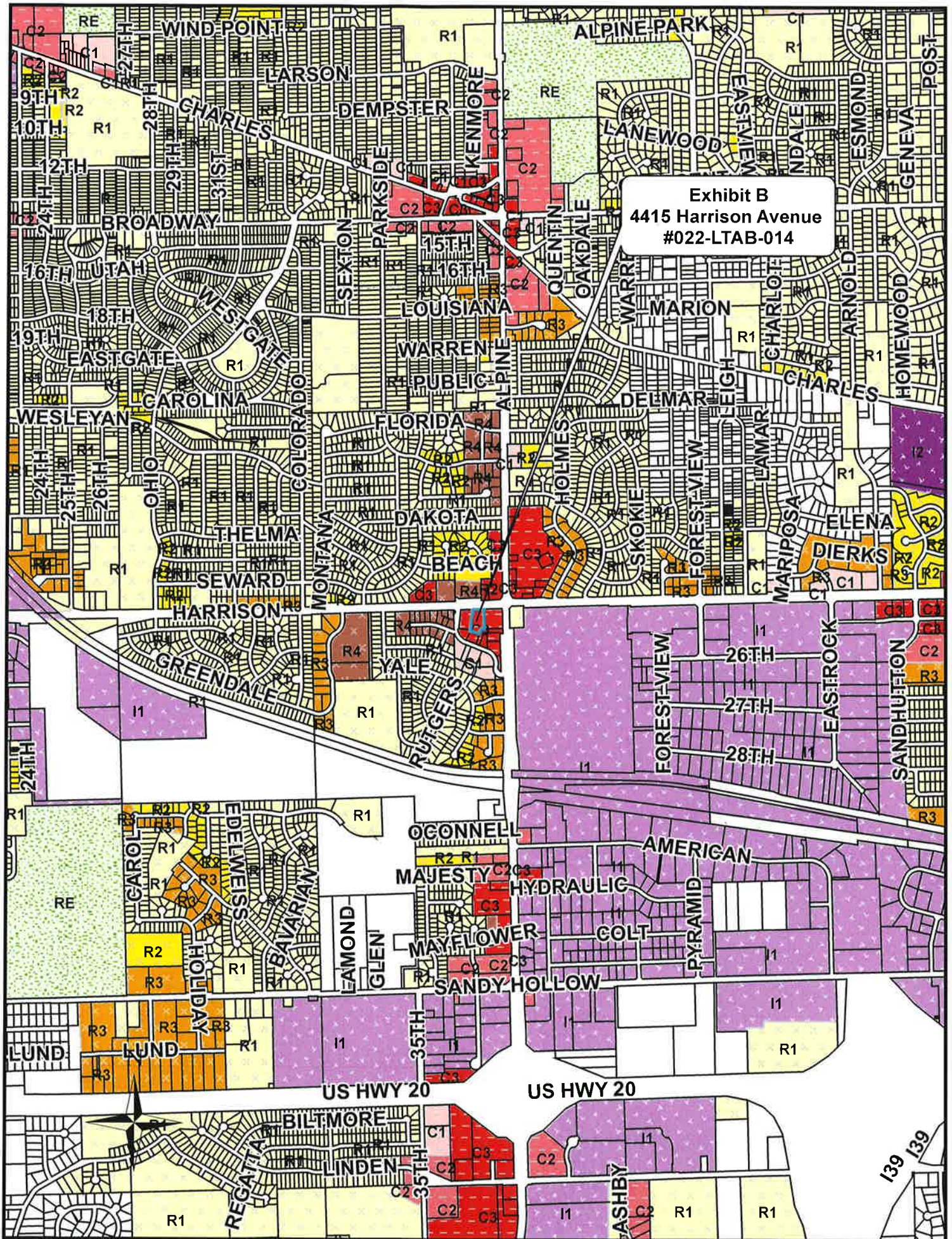
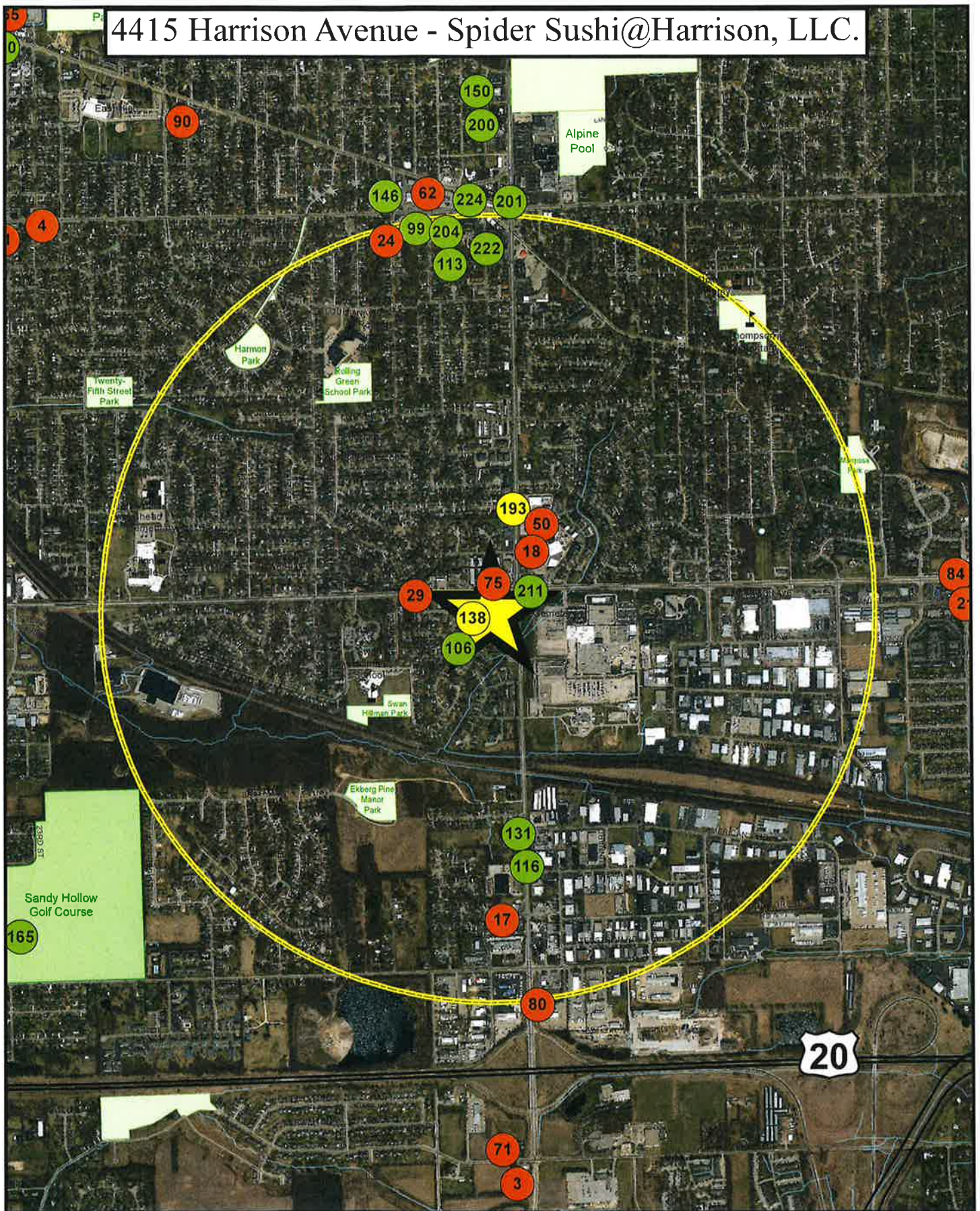


Exhibit C
4415 Harrison Avenue
#022-LTAB-014



4415 Harrison Avenue - Spider Sushi@Harrison, LLC.



- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS 3/1/2022

2022

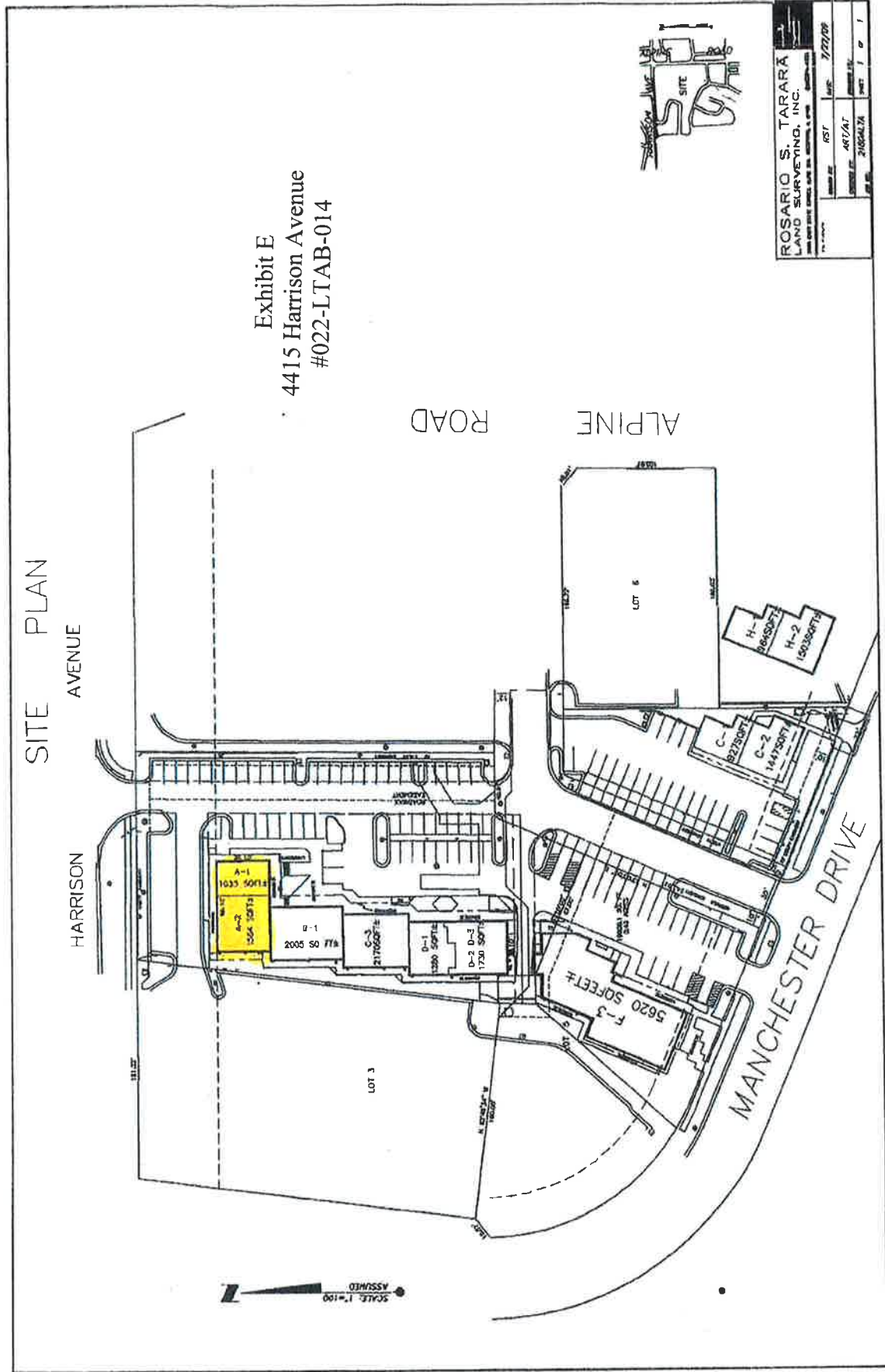


Exhibit D
4415 Harrison Avenue
#022-LTAB-014



Exterior Site Plan

*Restaurant highlighted



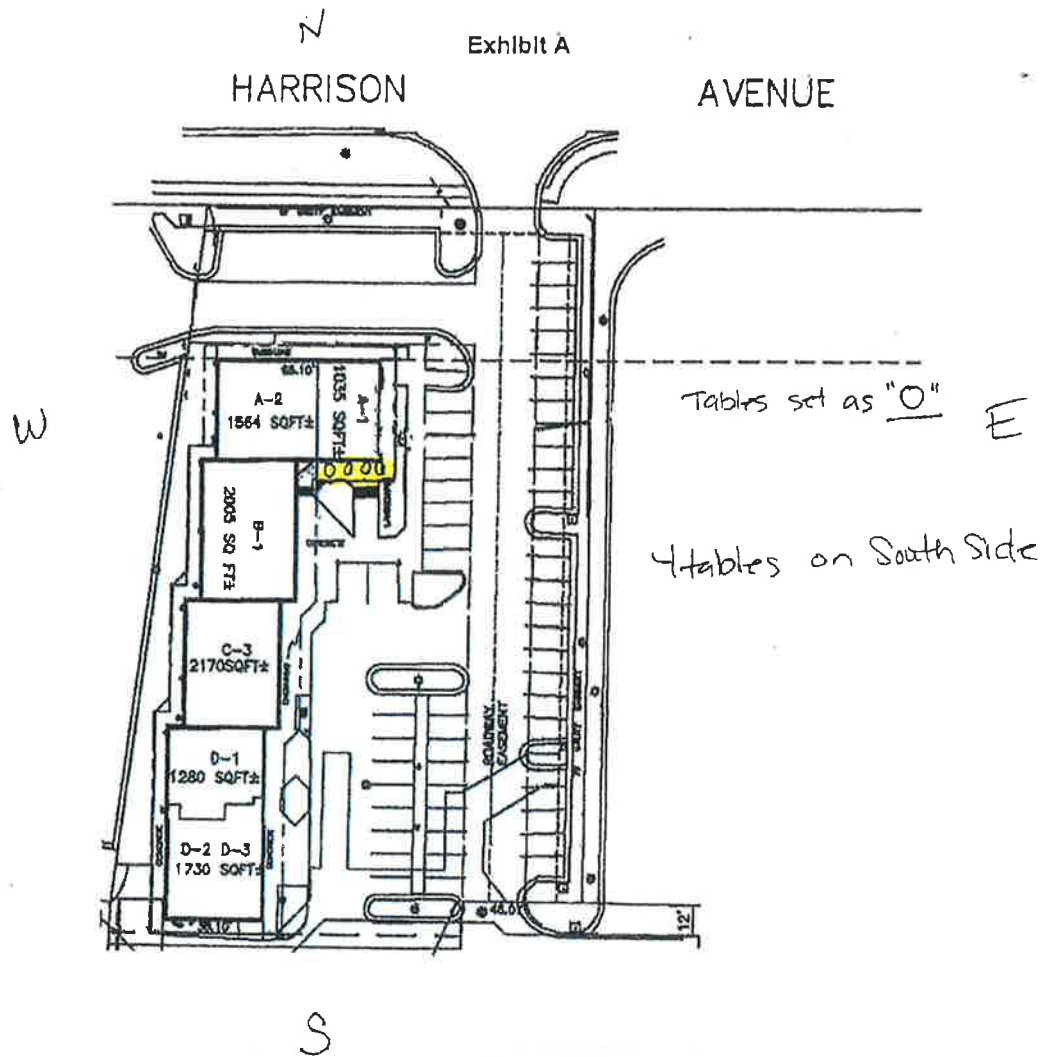
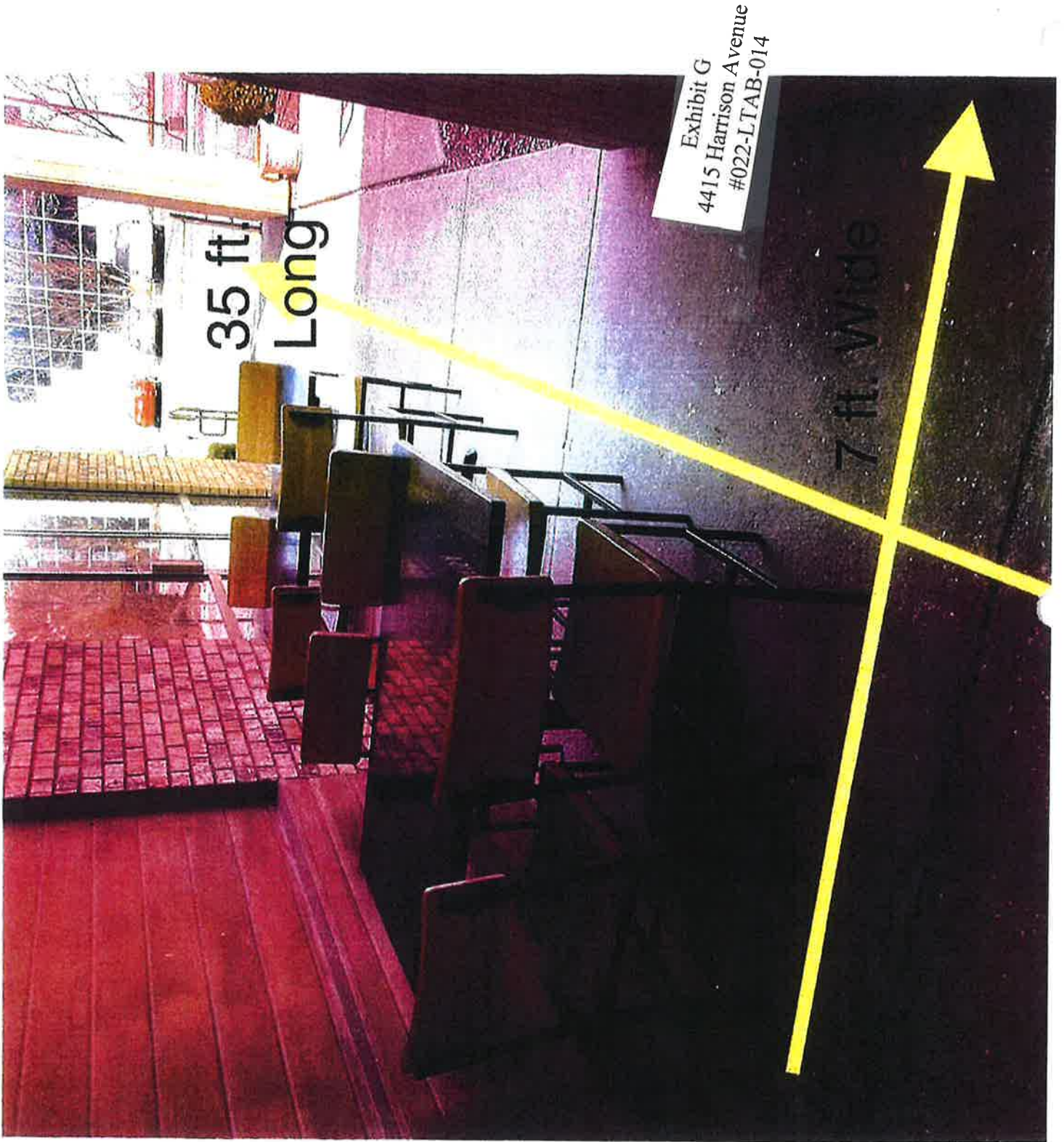
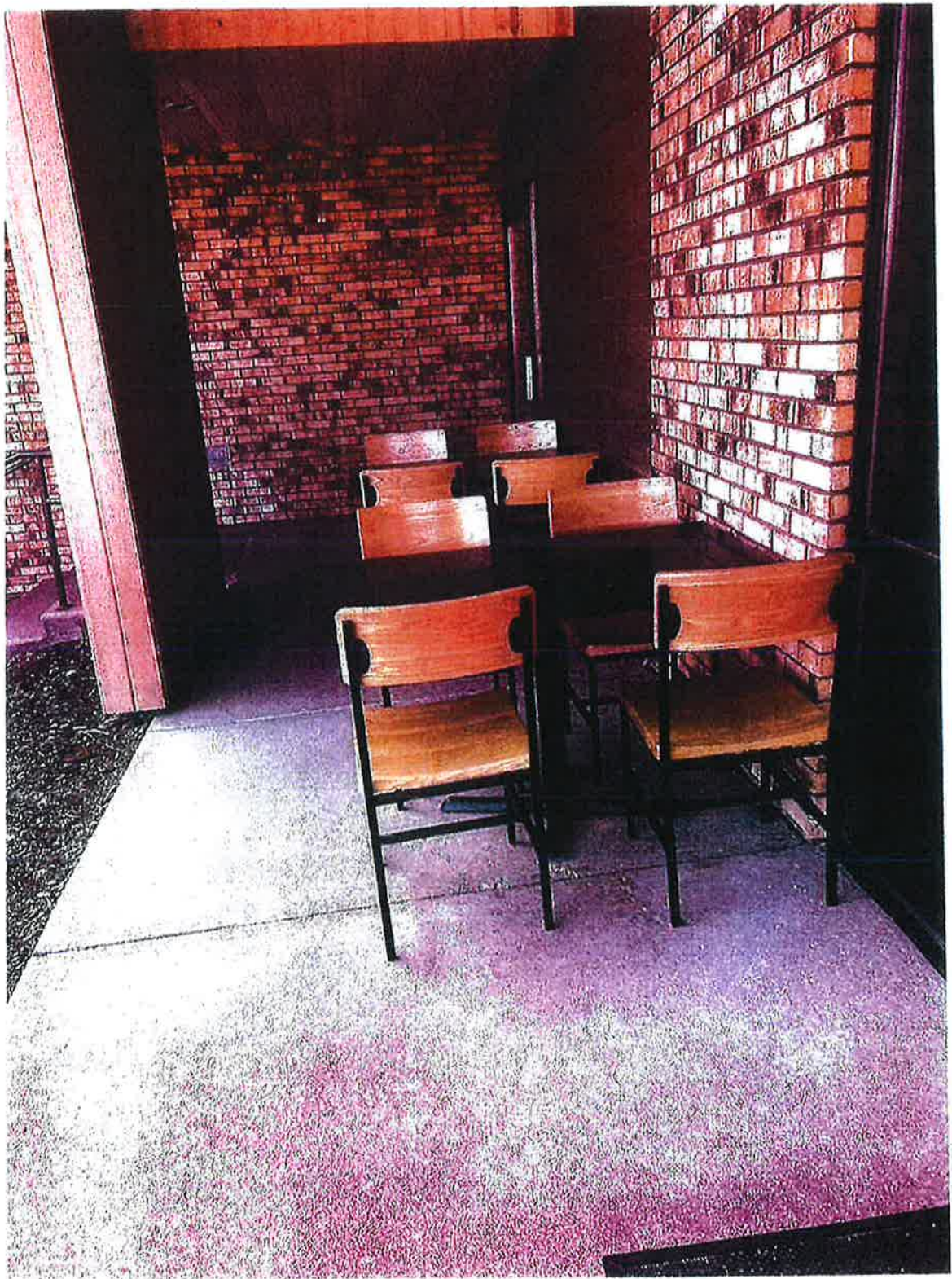
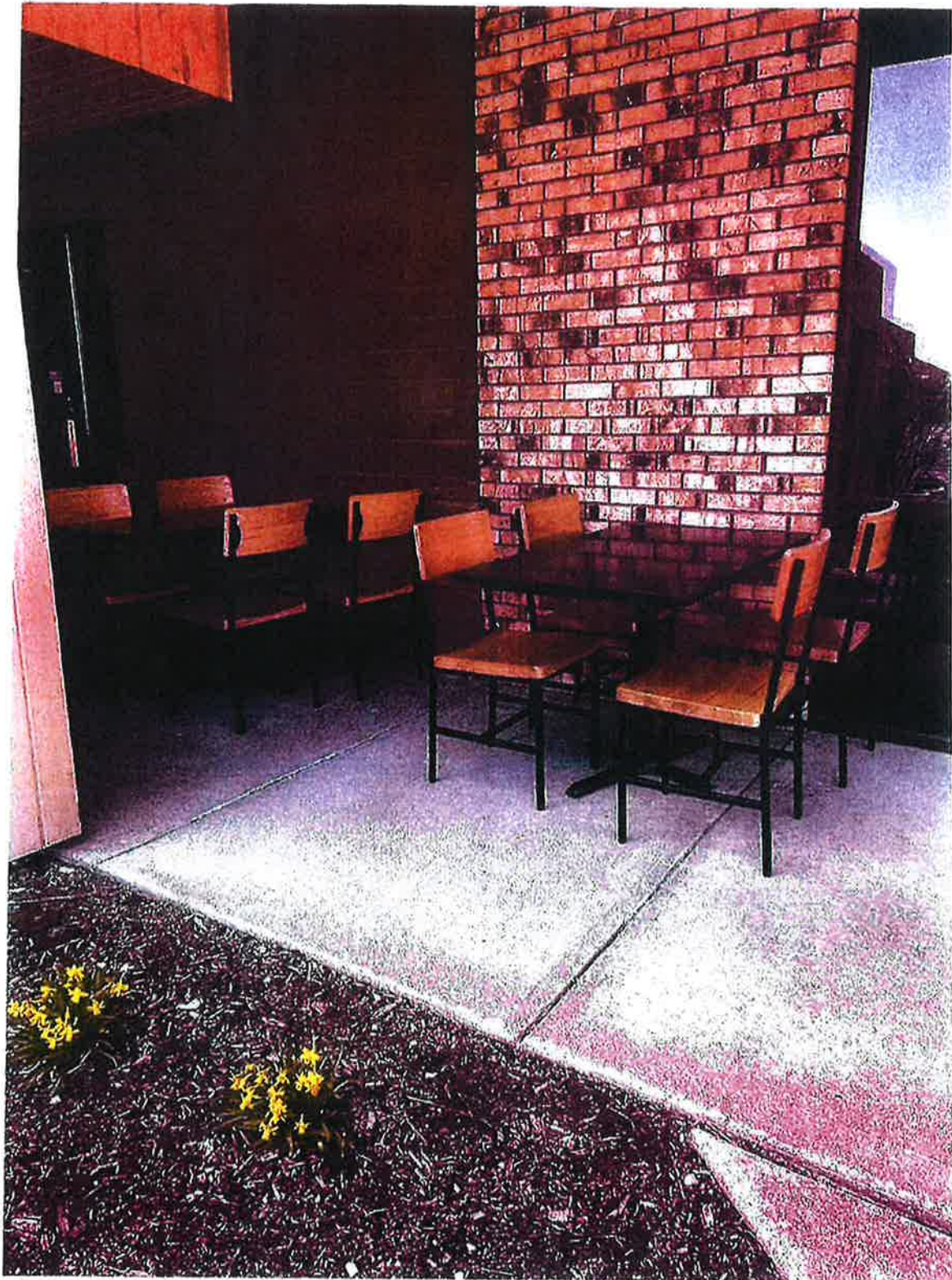


Exhibit F
4415 Harrison Avenue
#022-LTAB-014

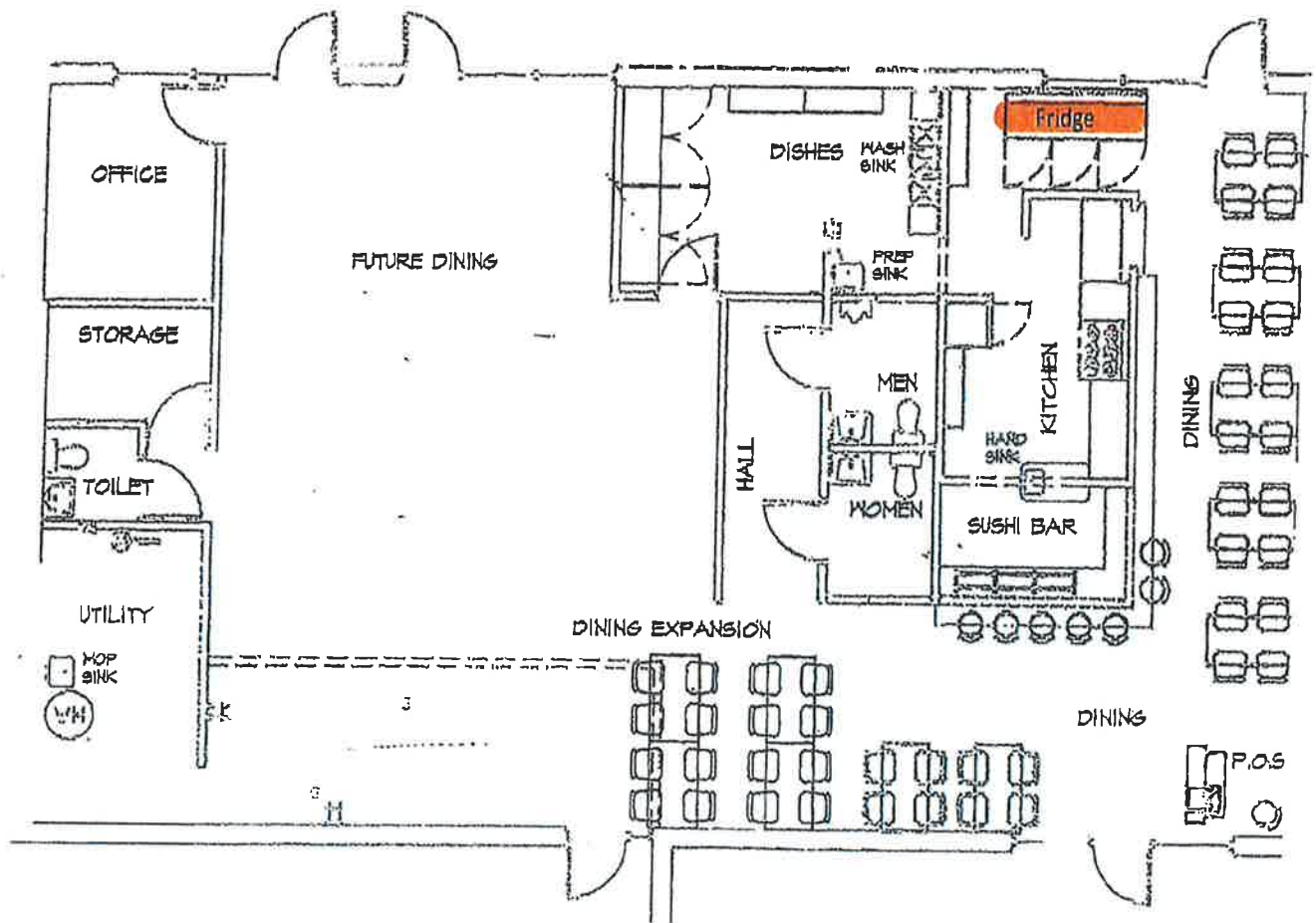






Interior Site Plan

Note: The beer and wine will be stored in the fridge. The employees will serve the beer and wine to the patrons at their tables.



*Note: The layout is the same from when Spider Sushi initially applied for a liquor license. This will remain unchanged.

Exhibit H
4415 Harrison Avenue
#022-LTAB-014

SPIDER SUSHI @ HARRISON, LLC BUSINESS PLAN

Prepared by:

JUANA A. SALAZAR

4415 Harrison Ave
Rockford, Illinois 61108
(815)229-2394
tinas@elitetaxbook.com

Exhibit I
4415 Harrison Avenue
#022-LTAB-014

I. EXECUTIVE SUMMARY

SPIDER SUSHI @ HARRISON, LLC (referred to from hereon in as the "Company") is intended to be established as a Partnership at 4415 Harrison Ave, Rockford, Illinois 61108 with the expectation of rapid expansion in the full-service restaurant industry.

Business Description

The Company shall be formed as Partnership under Illinois state laws and headed by JUANA A. SALAZAR.

FOUNDERS HAVE 20 YEARS EXPERIENCE MANAGING BUSINESS

The Company will employ 8 full-time employees and 4 part-time employees.

Management Team

The Company has assembled an experienced management team:

CHIEF FINANCIAL OFFICER - JUANA A. SALAZAR, *I HAVE 20 YEARS OF EXPERIENCE AS A FINANCIAL MANAGER*

Business Mission

TO PROVIDE OUTSTANDING DINING EXPERIENCE TO PATRONS.

New Service

The Company is prepared to introduce the following service to the market:

FULL-SERVICE RESTAURANT: FULL-SERVICE RESTAURANT:

ANTICIPATED RATIO OF FOOD VS ALCOHOL SALES:

FOOD: 97%

ALCOHOL: 3%

DAYS AND HOURS OF OPERATION:

MONDAY: 11:00 A.M. - 7:00 P.M.

TUESDAY: CLOSED

WEDNESDAY: 11:00 A.M. - 7:00 P.M.

THURSDAY: 11:00 A.M. - 7:00 P.M.

FRIDAY: 11:00 A.M. - 9:00 P.M.

SATURDAY: 11:00 - 9:00 P.M.

SUNDAY: 11:00 - 9:00 P.M.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the full service restaurant industry presently makes 806,140 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:
EVERYBODY IS WELCOME

Business Goals and Objectives

Short Term:

INCREASE OUR SALES WITHING 1 YEAR

Long Term:

ADD ONE MORE RESTAURANT WITHIN 5 YEARS

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

FAMILY RESTAURANT

The estimated number of potential clients within the Company's geographic scope is 50.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

COMPETITIVE PRICING

Promotional Strategy

The Company will promote sales using the following methods:

ONLINE ADVERTISING

SWOT Analysis

Strengths

GOOD PRODUCT QUALITY

Weaknesses

STAFF'S LACK. WE WILL RESOLVE THIS ISSUE, WITH A COMPETITIVE WAGE TO EMPLOYEES, BONUS, TRAINING AND OTHER INCENTIVES. AND A GOOD WORK ENVIRONMENT.

Opportunities

GENERAL MARKET TREND OF INCREASE DEMAND OF OUR PRODUCT.

Threats

IN THE EVENT WE HAVE A BUSINESS THREAT, WE PLAN TO IMPROVE OUR PRODUCT AND SERVICE TO OUR CUSTOMERS

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

Please note that calls are subject to change as Calls for Service are submitted. Offenses represent the initial call; not the verified offense.

City of Rockford Police Department Calls for Service For 5/3/2020 to 8/18/2020



CFS Number	CFSDate	Time	Reported Offense (Non-Verified)	Location
20-049120	05/14/2020	14:36	7315 Alarm (non-specific)	4415 HARRISON AVE
20-059196	06/06/2020	0:21	7964 911 HANG UP	4415 HARRISON AVE
20-081130	07/24/2020	19:35	2890 Disorderly Conduct	4415 HARRISON AVE
20-090332	08/14/2020	13:06	0460 Battery (Simple)	4415 HARRISON AVE
4				
Please note that the Call for Service is specified for a property. Location is not specific to any person, place, or event. Call for service location is tied to the location to where the call was received.				

Data obtained from NetRMS.
Produced: 5/4/2022 11:35:17AM

Exhibit J
4415 Harrison Avenue
#022-LTAB-014

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-066439	2022-04-04T13:39:28	4415 Harrison Ave	PUBLIC COMPLAINT ROUTINE	UTL - UNABLE TO LOCATE	Rockford Police Department
22-034179	2022-02-18T18:57:09	4415 Harrison Ave	CUSTOMER MANAGEMENT DISPUTE	REPORT	Rockford Police Department
22-018960	2022-01-28T19:25:47	4415 Harrison Ave	SUSPICIOUS PERSON	UTL - UNABLE TO LOCATE RE-ASSIGN/CHANGE OF CALL(UNIT) / RE-ASSIGN/CHANGE OF CALL(UNIT) /	Rockford Police Department
21-175010	2021-08-14T20:01:02	4415 Harrison Ave	STAND BY	NRPT - NO REPORT	Rockford Police Department
21-174935	2021-08-14T18:30:10	4415 Harrison Ave	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
21-138059	2021-07-02T15:54:33	4415 Harrison Ave	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
21-102856	2021-05-21T13:11:45	4415 Harrison Ave	PUBLIC COMPLAINT ROUTINE	ADV - ADVISED	Rockford Police Department
21-098221	2021-05-15T20:29:34	4415 Harrison Ave	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
21-090012	2021-05-05T12:06:36	4415 Harrison Ave	CIVIL PROCESS	NRPT - NO REPORT	Rockford Police Department
21-084510	2021-04-28T20:20:35	4415 Harrison Ave	AGGRESSIVE PANHANDLER	ADV - ADVISED / ADV - ADVISED	Rockford Police Department
21-060428	2021-03-27T19:36:59	4415 Harrison Ave	AGGRESSIVE PANHANDLER	REPORT	Rockford Police Department
21-018168	2021-01-27T16:47:27	4415 Harrison Ave	SUSPICIOUS PERSON	ADV - ADVISED	Rockford Police Department
21-018166	2021-01-27T16:46:26	4415 Harrison Ave	911 INFORMATION	911 CLOSE W/O SEND TO PENDING 0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department
20-094305	2020-12-17T07:12:27	4415 Harrison Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT 0001 - FALSE ALARM - SUB ERROR /	Rockford Police Department
20-079625	2020-11-25T17:23:19	4415 Harrison Ave	ALARM - BURGLAR	0001 - FALSE ALARM - SUB ERROR	Rockford Police Department